

# Montana Cross-Agency Data Dashboard

## October-December 2014

### Overview

-The purpose of the Montana Cross-Agency Data Dashboard is to provide a complete snapshot of what's happening within the Montana Office of Tourism, what are the key travel indicators and how consumer-facing marketing initiatives are impacting those numbers.

-This report is intended for key stakeholders as well as agency partners-offering both a look back and a look forward and providing ongoing insights to guide future marketing initiatives.

### Key Takeaways from Q4 2014

-Paid media efforts increased in Q4 to correspond with the new year and its new creative, capping 2014 investments at just over \$5 million. The new tagline "It's Time", along with new creative, refreshed the campaign and provided relevant new messaging to consumers. Led by its high-impact placements, Display media continued to drive engagement and perform above key benchmarks.

-Through the end of the year, Montana has reached over 30% of its FY'15 Social Engagement goal. Q4 performance was highlighted by a nearly 75% increase in Instagram engagements when compared to Q3.

-Montana's website performance saw its Pageviews and Pages/Session rate for visitmt.com in Q4 up by over 60% over the same period for the previous year. The percentage of New Sessions for visitmt.com and m.visitmt.com in October and December were up from for the same period in 2013 and left m.visitmt.com with just under 400,000 website visits for the year .

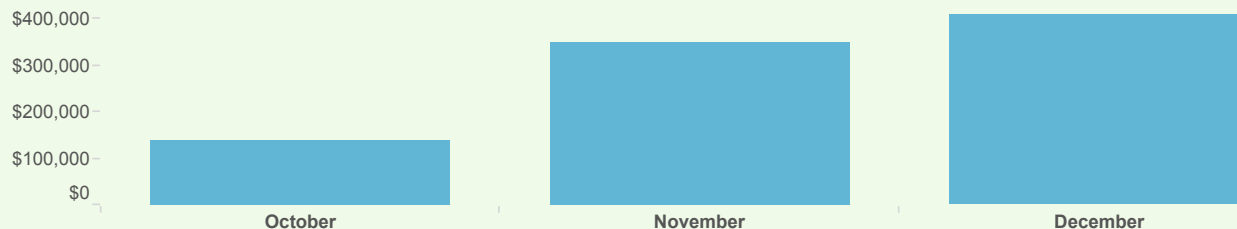
-The Winter Brand Awareness Study, measuring the impact the consumer marketing advertising has on increasing awareness of Montana as Winter travel destination, showed that friends and family remained the most dominant source in generating awareness, oftentimes through their Montana-related posts on Facebook.

-According to new data available from nSight for Travel, Montana visitors significantly increased the number of nights booked online for a Montana property - with 34% booking seven or more nights in Q4 2014 versus less than 1% booking seven or more nights in Q4 2013.

-Montana saw a slight decrease in non-resident visitation in Q4 2014 vs. Q4 2013 – an estimated 18,000 fewer visitors. However, airplane deboardings in Montana was up Q4 2014 vs. Q4 2013, and hotel occupancy rates were up 7.4% in December 2014 vs. December 2013. National park visitation was up, not surprising given that the parks were open in October 2014 versus the closures in October 2013. Yet, even when comparing park visitation to 2012, there has been increases in Q4 visitation at Glacier and Yellowstone National Parks, as well as lesser traveled parks such as the Big Hole National Battlefield.

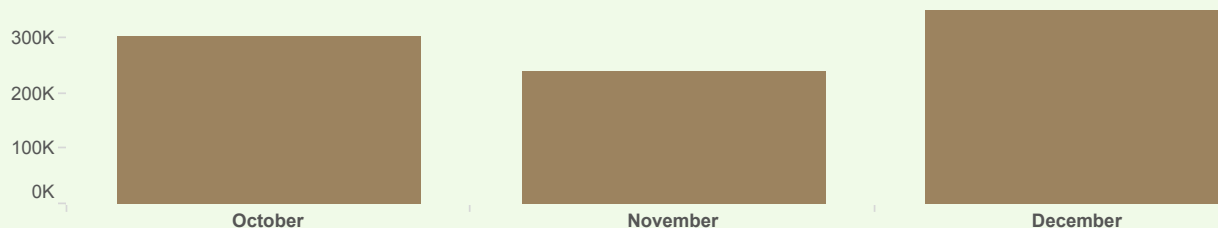
# Executive Summary

**\$897,754**  
October-December 2014  
Media Spend



Source: Spark

**895,823**  
October-December 2014  
Social Engagements



Source: Facebook, Twitter, Instagram, Tumblr

**18,019**  
October-December 2014  
Total Social Media Mentions



Source: Brand-Watch

## Summary and Insights

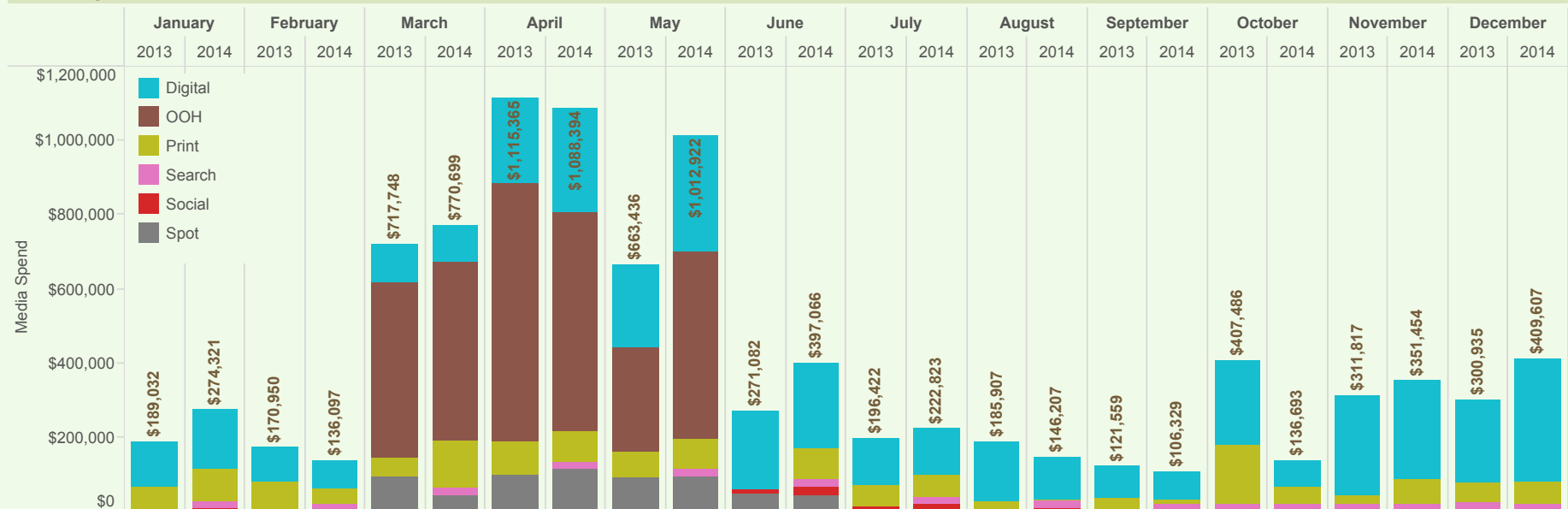
-The following metrics for paid, owned, and earned media are a few of the key performance indicators and will continue to be evaluated each quarter.

**Paid Media:** Q4 Paid Media picked-up following a decrease in Q3 as the Warm Season campaign wound down. Increase in spend was used to support the new year and launch of the new "It's Time" campaign.

**Owned Media:** At the end of December, FY15 Social Engagements stood at 1,660,824. This is 31% of the way to the FY15 Goal of 5,367,690 Social Engagements. For website metrics, please refer to page 6.

**Earned Media:** Driven by the highway sign contest, this quarter saw 18,019 Total Social Media Mentions surrounding "#MontanaMoment" and "Montana"(state). This represents a decrease of 27% over last quarter.

## Media Spend Breakout



Source: Spark, not inclusive of International

**\$5.04 Million**  
January-December  
Media Spend

## Paid Media Highlights

- Launched the new Print "It's Time" campaign with all new creative. First ads were in the November issues of Backpacker magazine and National Geographic Traveler.

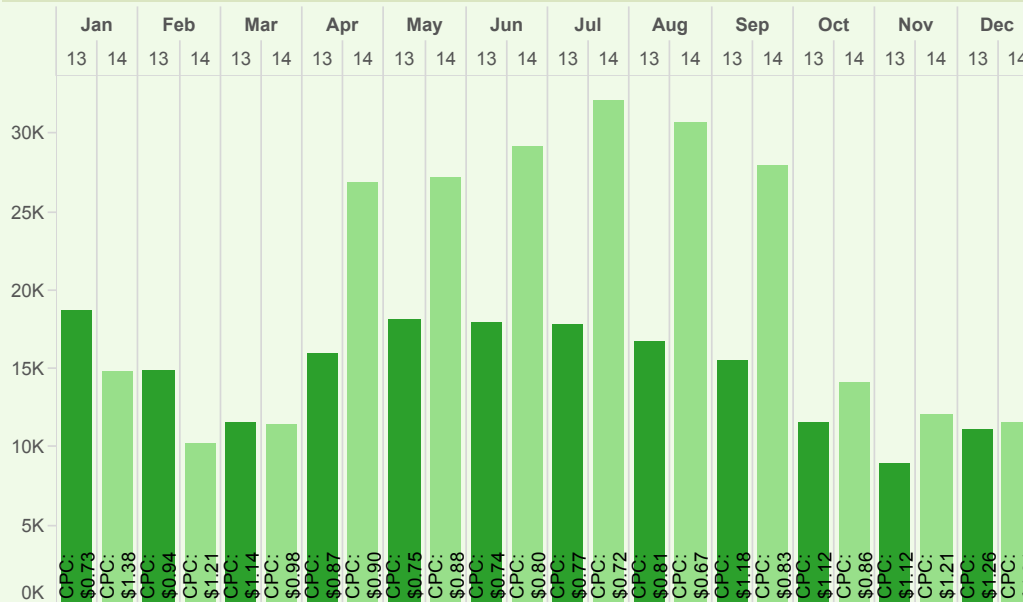
- Ran its first FY15 Co-Op ads in the December issues of National Geographic Traveler and Sunset magazine. Montana has seen continued success with no-ad ad sections for the Co-Op Print program. This allows for Montana advertisements to look more like an advertorial than a straight-up advertisement, with the Montana creative flowing in with the content. The feedback from media partners has been very strong.

- High Impact and custom units such as, Pandora mixtapes and Weather.com mobile branded backgrounds delivered strong results against the key Montana target.

# Paid Media

## Paid Search Clicks

## Paid Search Performance 2014



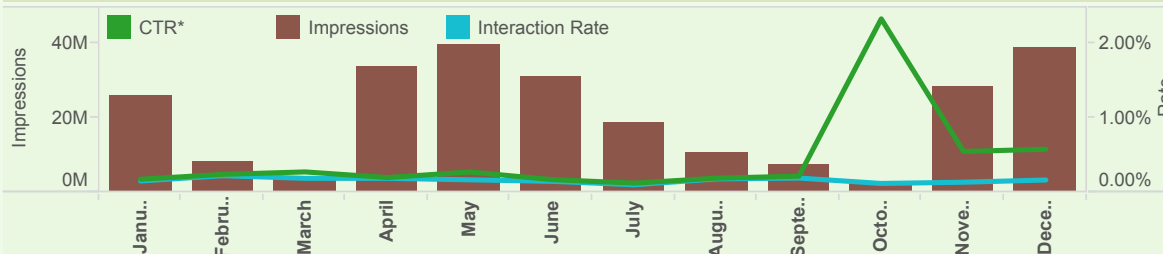
	Clicks	Imps	CTR*	Avg. CTR (2014)	Cost	CPC*	Avg. CPC (2014)
Jan	14,776	3,971,662	0.37%	0.81%	\$20,372	\$1.38	\$0.87
Feb	10,264	3,149,771	0.33%	0.81%	\$12,391	\$1.21	\$0.87
Mar	11,483	2,329,875	0.49%	0.81%	\$11,296	\$0.98	\$0.87
Apr	26,870	4,668,489	0.58%	0.81%	\$24,144	\$0.90	\$0.87
May	27,236	2,540,689	1.07%	0.81%	\$24,086	\$0.88	\$0.87
Jun	29,172	2,238,040	1.30%	0.81%	\$23,395	\$0.80	\$0.87
Jul	32,115	2,216,690	1.45%	0.81%	\$22,968	\$0.72	\$0.87
Aug	30,699	3,191,615	0.96%	0.81%	\$20,573	\$0.67	\$0.87
Sep	27,960	1,779,820	1.57%	0.81%	\$23,238	\$0.83	\$0.87
Oct	14,150	1,316,803	1.07%	0.81%	\$12,198	\$0.86	\$0.87
Nov	12,087	2,000,411	0.60%	0.81%	\$14,661	\$1.21	\$0.87
Dec	11,547	1,648,149	0.70%	0.81%	\$15,097	\$1.31	\$0.87

## October-December 2014 Top 10 Search Keywords

	Clicks	Imps	CTR*	Cost	CPC*
[yellowstone national pa..	3,768	143,052	2.63%	\$5,302	\$1.41
"state park"	768	65,756	1.17%	\$427	\$0.56
[yellowstone]	728	40,699	1.79%	\$618	\$0.85
montana	466	90,573	0.51%	\$495	\$1.06
state park	263	27,579	0.95%	\$148	\$0.56
yellowstone	80	29,676	0.27%	\$97	\$1.21
mountains	72	28,570	0.25%	\$81	\$1.12
yellowstone national park	56	8,225	0.68%	\$60	\$1.06
glacier national park	5	280	1.79%	\$4	\$0.70
montana tourism	5	172	2.91%	\$3	\$0.63

## Digital Display Impressions vs. CTR (2014)

Source: Spark



## Overall Digital Display Performance (2014)

## 2014 Avg. CTR

	Impressions		Total Clicks		CTR*		Interaction Rate		
	2013	2014	2013	2014	2013	2014	2013	2014	2014
Jan	12,942,997	25,824,336	24,582	45,121	0.19%	0.17%	0.24%	0.15%	0.32%
Feb	10,345,401	8,229,107	24,114	19,767	0.23%	0.24%	0.32%	0.22%	0.32%
Mar	14,115,729	3,556,285	35,718	9,704	0.25%	0.27%	0.23%	0.19%	0.32%
Apr	30,499,529	33,326,140	70,236	65,852	0.23%	0.20%	0.20%	0.19%	0.32%
May	31,472,725	39,324,801	87,192	106,924	0.28%	0.27%	0.22%	0.17%	0.32%
Jun	27,092,291	30,940,446	76,762	52,524	0.28%	0.17%	0.27%	0.15%	0.32%
Jul	11,065,329	18,574,323	22,078	22,811	0.20%	0.12%	0.24%	0.10%	0.32%
Aug	13,338,666	10,232,674	24,437	19,417	0.18%	0.19%	0.21%	0.18%	0.32%
Sep	8,501,866	7,221,343	20,214	15,583	0.24%	0.22%	0.24%	0.19%	0.32%
Oct	34,193,464	2,464,188	57,524	57,205	0.17%	2.32%	0.13%	0.12%	0.32%
Nov	48,071,729	28,046,376	52,467	153,215	0.11%	0.55%	0.09%	0.14%	0.32%
Dec	38,544,324	38,640,996	35,113	222,895	0.09%	0.58%	0.08%	0.16%	0.32%

Source: Spark

## Paid Media Highlights

### Search

-Transition to Winter campaigns began in October, with Summer coverage phased out as Search volume declined.

-Additional Match Type campaigns/mobile device coverage was built out for the Winter campaigns in order to further reach.

- Mobile Bids were monitored in order to lower high CPCs seen in Winter Season.

### Digital Display

- Overall performance saw a large increase in Q4'14 compared to a year ago. Continuing to deliver over current digital tourism benchmarks. Initial spike in CTR for October a result of lower impressions being run. Once the overall impressions leveled out, the FY'15 campaign launch continued to maintain a sizable increase vs. FY'14 when looking at overall CTR.

- With CTR above benchmarks, high-impact placements on Men's Journal, Expedia and The Weather Channel continued to drive engagement and resonate with the consumers.

\*Key:

CTR: Click-through-rate (=Clicks/Impressions)

CPC: Cost per click (=Cost/Clicks)

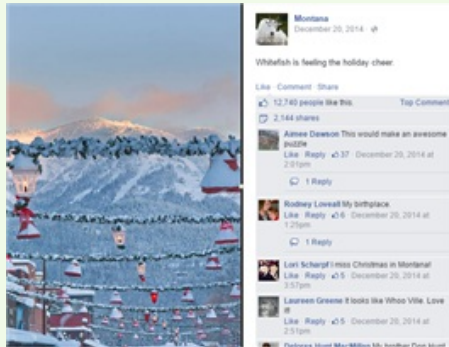
# Owned Media



## Top Performing Social Media Spots (October-December 2014)

\*See Appendix for larger copy

### Facebook



12,740 Likes 361 Comments 2,144 Shares

Source: Facebook Analytics

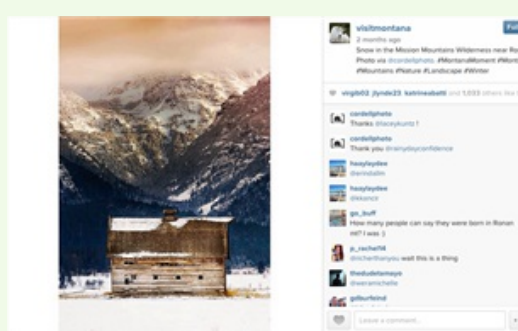
### Twitter



19 Retweets 27 Favorites

Source: Twitter Analytics

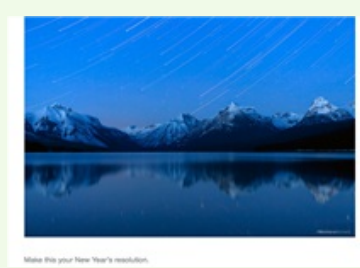
### Instagram



1,006 Likes 51 Comments

Source: Instagram

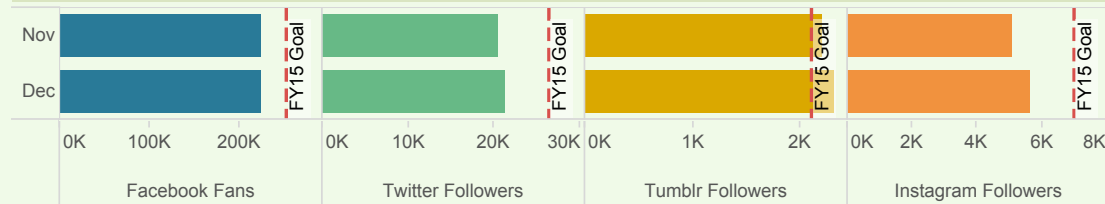
### Tumblr



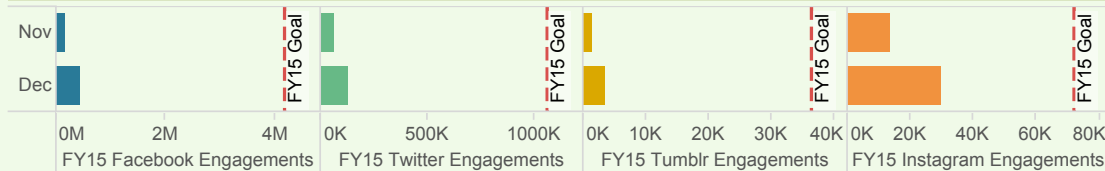
161 Engagements

Source: Tumblr

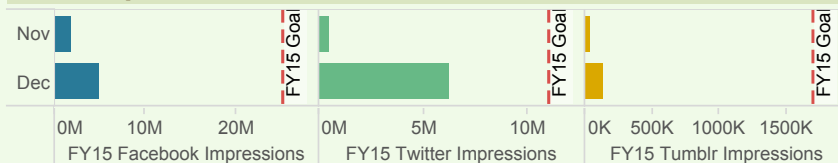
## Social Growth FY15



## Social Engagement FY15



## Social Impressions FY15



Source: BrandWatch via Big Fuel

## Owned Media Highlights

### Social Media

-Instagram and Tumblr continued to see high audience growth with a 39% and 19% increase in followers respectively since the third quarter.

-Total engagements on Instagram increased by 74% during the fourth quarter, compared to the third, most likely due to high performing seasonal/holiday content and the highway signs campaign.

-Generally, photos highlighting mountain landscapes during relevant holiday/seasonal times performed well across all channels.

# Owned Media

## VisitMT.com Performance Metrics

**275,223 (-1%)\***

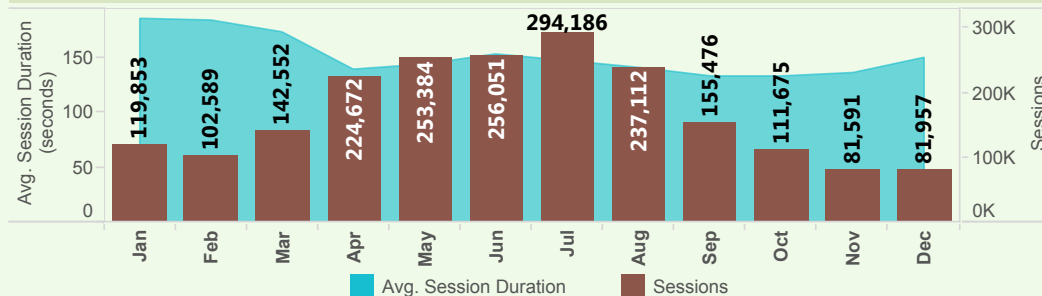
October-December Site Sessions

**121 seconds (-8%)\***

October-December Average Session Duration

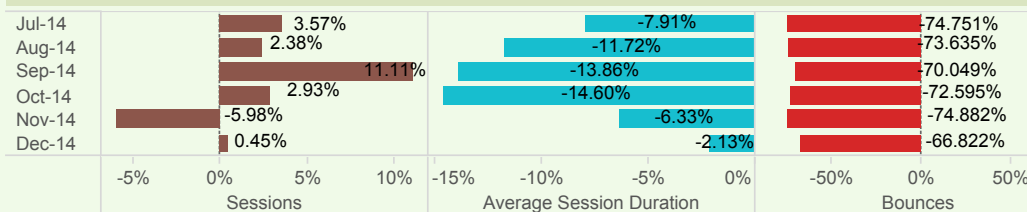
\*Change from 2013; "Sessions" are not unique

### Sessions vs. Session Duration (2014)

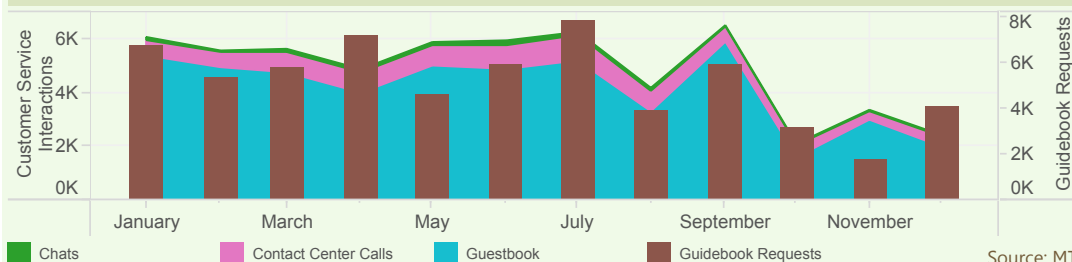


### % Difference Year-over-Year

\*Compares same time period, previous year

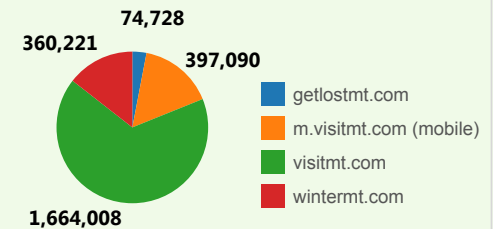


### Customer Service Interactions



## All Montana Sites

### January-December 2014 Website Visitation



### October-December 2014 Time Spent on Websites by Month (seconds)

	October	November	December
m.visitmt.com (mobile)	2,044,406	1,344,216	1,508,207
visitmt.com	12,673,879	9,698,361	10,680,959
wintermt.com	1,778,175	4,737,457	7,291,996

## Owned Media Highlights

### Montana Website Performance

-The highest number of sessions for m.visitmt.com in Q4 2014 came in October.

-The Pageviews and Pages/Session rate for visitmt.com in Q4 was up by over 60% over the same period for the previous year.

-The percentage of New Sessions for visitmt.com and m.visitmt.com in October and December were up from the same period for the previous year. However, the Bounce Rate for visitmt.com was down in Q4, for the same period for the previous year.

-The number of sessions and time spent on WinterMt.com steadily increased from November to December.

### Customer Service Interactions

-The smallest number of individual guidebook requests for Q4 and for 2014 was in November. Q4 2104 requests were down 24% versus Q4 2013.

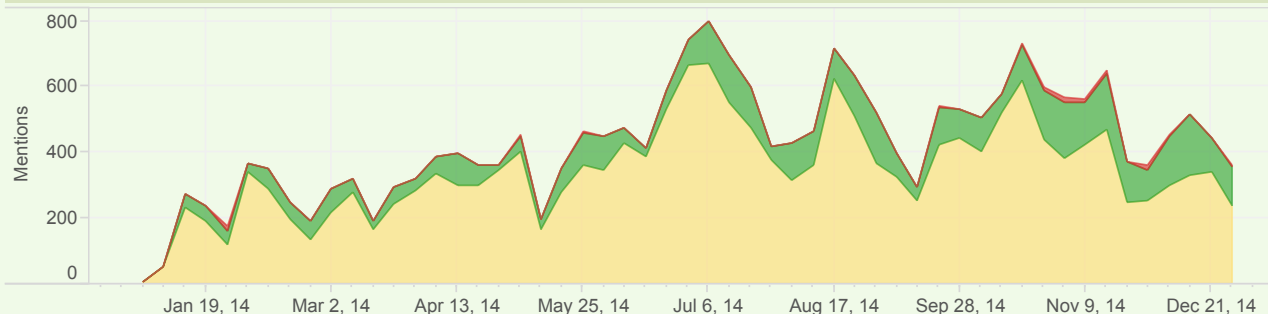
-The guestbook and contact center numbers were both down in Q4 2014 versus Q4 2013. For the year, guestbook numbers were up 1% and contact center numbers were down 12% versus 2013. However, 2014 online chats were up 54% and total interactions were up 1% versus 2013.

Source: MTOT

Source for All Website Metrics: Google Analytics

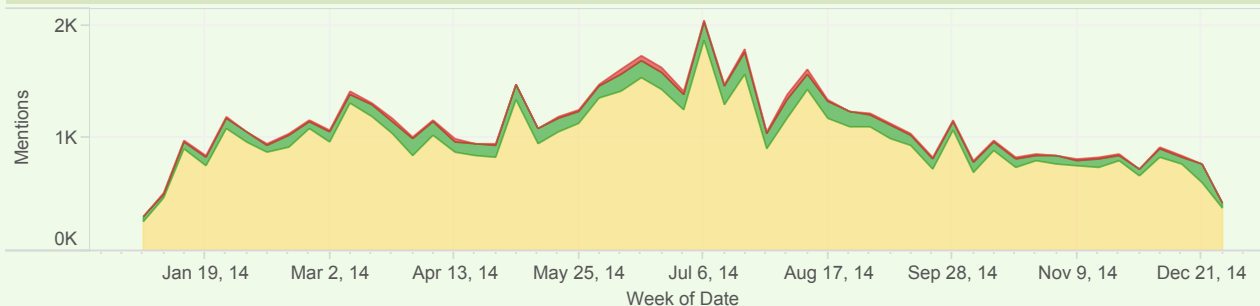
## #MontanaMoment Mentions

\*Year-over-year change in mentions is unavailable



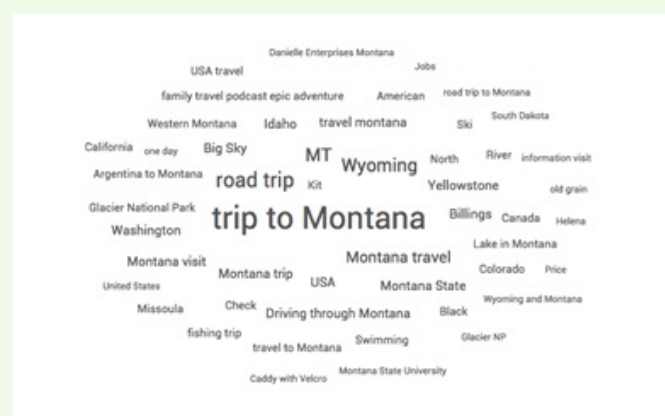
## Montana (State) Mentions

\*Year-over-year change in mentions is unavailable



Source: BrandWatch

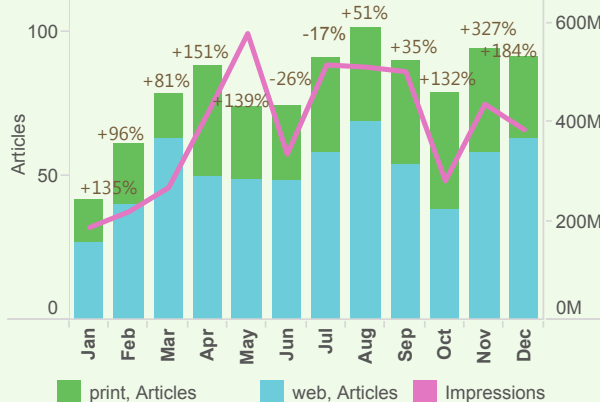
## October-December 2014 Top Trending Mentions



Source: BrandWatch via Big Fuel

## PR and Earned Media Exposure (2014)

% is the year-over-year difference for each month



Source: MercuryCSC

## Earned Media Highlights

## Montana Mentions

- Quarter-over-quarter, conversation around Montana decreased 27% in Social Media.

-The Montana highway sign contest drew the majority of the mentions, but compared to the previous quarter there was a 4% decrease in the usage of #MontanaMoment across Social Media.

## PR and Earned Media Exposure

-In Q4 2014, MTOT's PR team hosted five journalists across the state and brought three writers to Bozeman for a press trip during the Ice Festival. The Ice Festival press trip resulted in immediate social and PR coverage with participants using the event hashtag (#BIF18) and articles in Climbing and Outdoor Sports Guide.

-Q4's total impressions were 91% higher than FY14's Q4 impressions, with a potential audience of 1.1 billion.

-The Earned Media team found that 36% of the total stories were published in top tier, geo-travel outlets. Examples include SKI and Skiing magazines, Travel + Leisure, National Geographic Traveler, CNN, USA Today, Dallas Morning News, VIA, Outside magazine, and Men's Journal.

- All six tourism regions were represented in Q4's coverage.

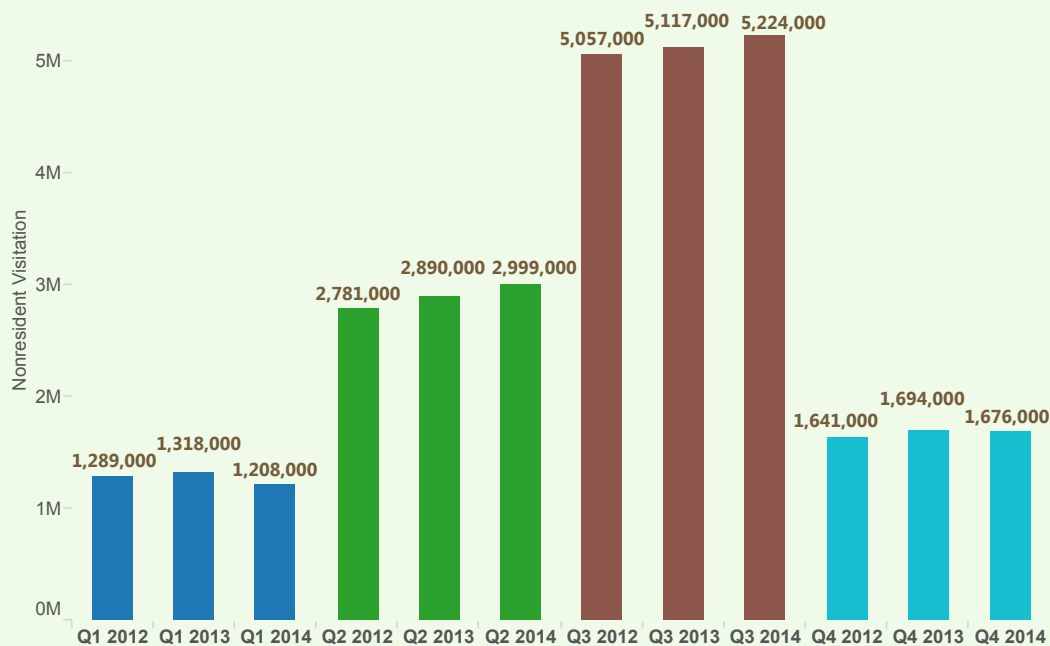


# Tourism Trends

**11 Million**  
2014 Nonresident Visitors

**\$3.98 Billion**  
2014 Nonresident Expenditures

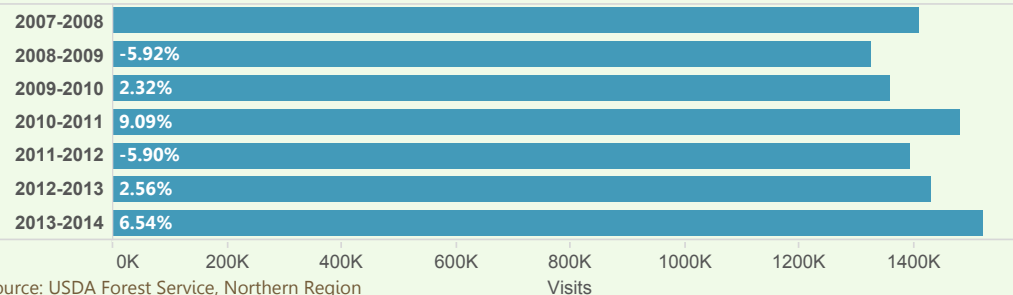
## Nonresident Visitation (2012-2014)



Source: ITRR

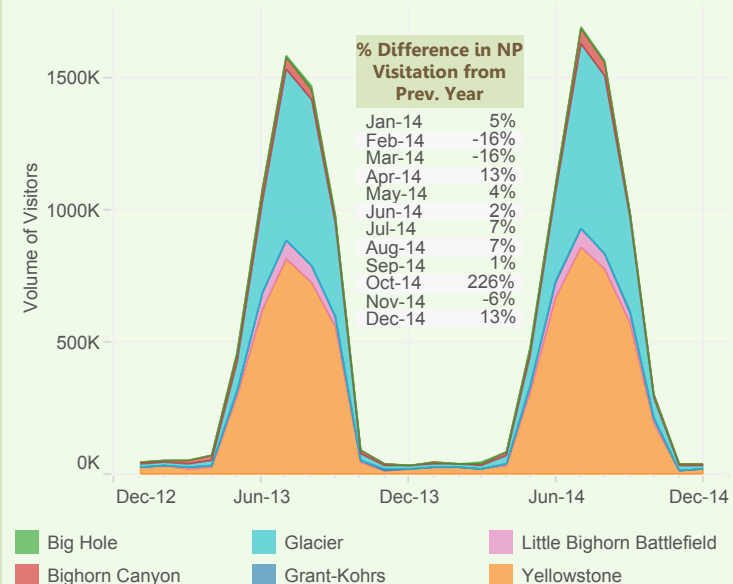
## Skier Visitation

\*% is difference from previous winter



Source: USDA Forest Service, Northern Region and individual ski areas

## National Park Visitation (January 2013-December 2014)



Source: National Park Service Public Use Statistics

\*Shows volume of visitors to national parks from 2012-2014. Each color represents the share of visitors that particular National Park held over time.

## Overall State Park Visitation (2014)

	State Park Visits	% Difference from 2013
Jan-14	61,310	10%
Feb-14	47,142	-13%
Mar-14	88,061	4%
Apr-14	121,751	10%
May-14	221,028	17%
Jun-14	310,828	-8%
Jul-14	498,871	10%
Aug-14	376,570	-2%
Sep-14	219,257	3%
Oct-14	125,680	6%
Nov-14	61,226	-2%
Dec-14	51,961	12%

Source: Montana State Parks

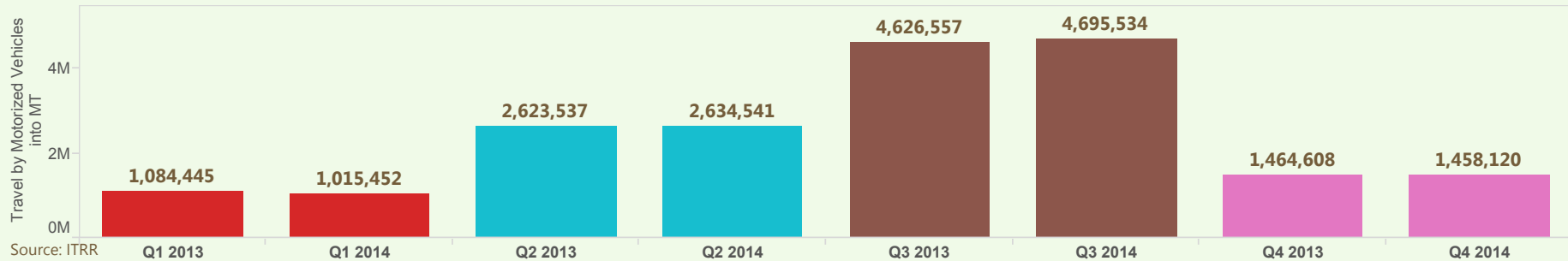


# Tourism Trends

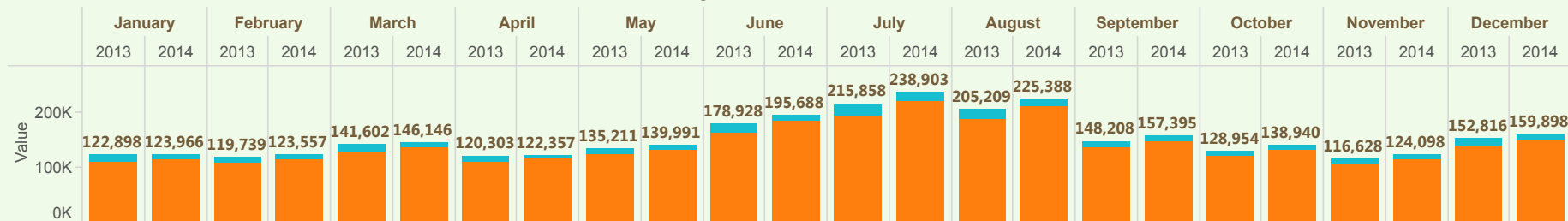
\*Please see Appendix for additional information

## Getting to Montana

### Getting To Montana: Motorized Vehicles (January 2013-June 2014)



### Getting To Montana: Planes and Trains (January 2013-December 2014)

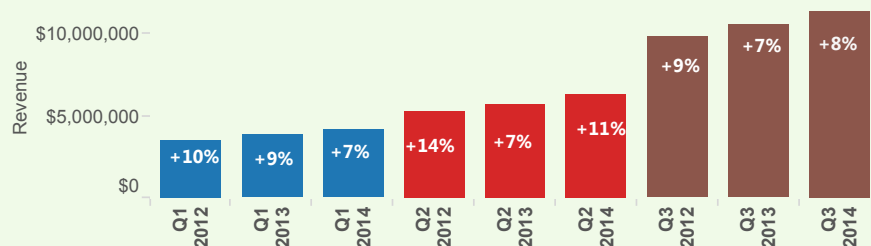


\*Data for Amtrak Riders and Airport Deboardings current through December 2014.

## Staying in Montana

### Gross Lodging Tax Revenues (Q1 2012-Q3 2014)

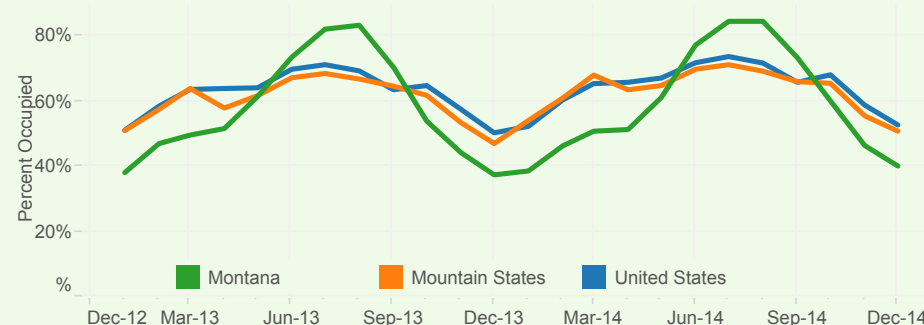
\*% is year-over-year difference for each quarter



**Please Note:** Q4 2014 Data unavailable. Revenue collected is 4% of lodging price. The year-over-year change in revenues are affected by rate increases, delinquencies and other factors. They should not be considered an equal correlation of increase or decrease in the number of travelers.

Source: MT Department of Commerce, Office of Tourism

### Hotel Occupancy Percentage (January 2013-December 2014)

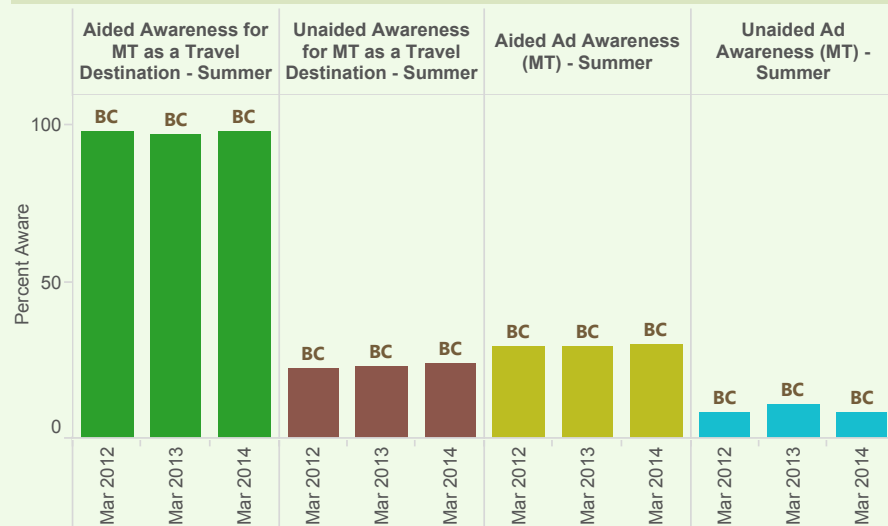


Source: Smith Travel Research

# Awareness and Intent Study Results

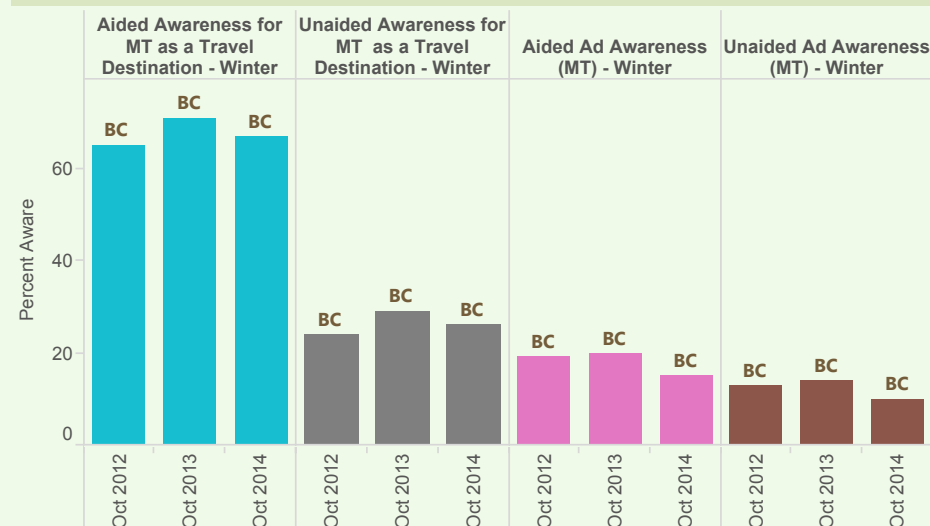
## Before Campaign (BC)

### Summer Awareness Metrics



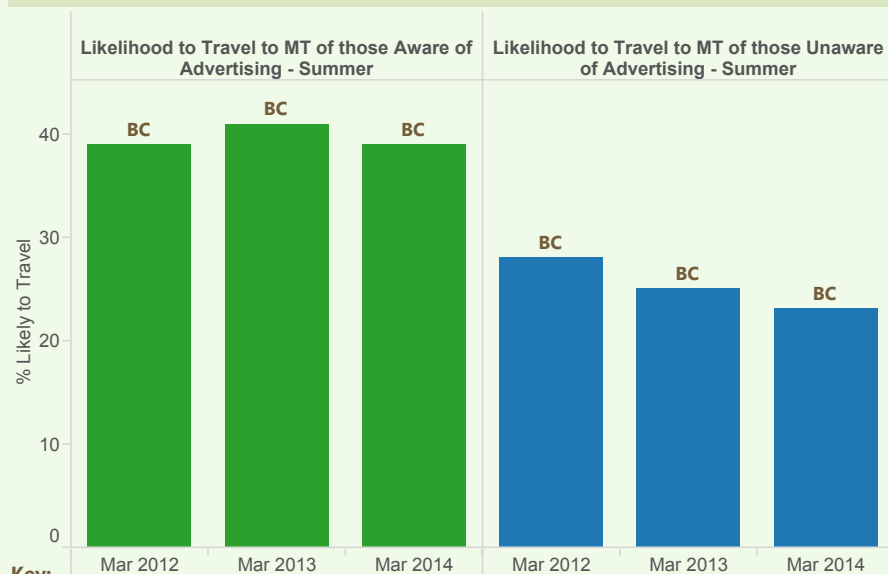
\*Summer Awareness metrics all refer to Montana (Net)  
Source for Summer metrics: Leisure Trends Group Brand Awareness Study Wave 12 (May/June 2014)

### Winter Awareness Metrics

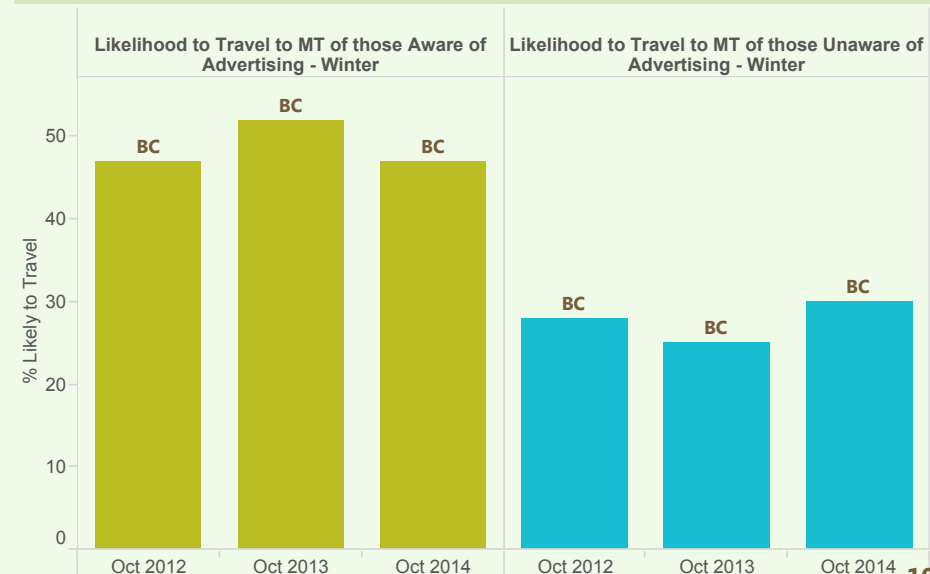


\*Aided metrics refer to Montana (State), Unaided refer to Montana (Net)  
Source for Winter metrics: Leisure Trends Group Brand Awareness Study Run 8 (Dec 2014)

### Summer Intent Metrics



### Winter Intent Metrics

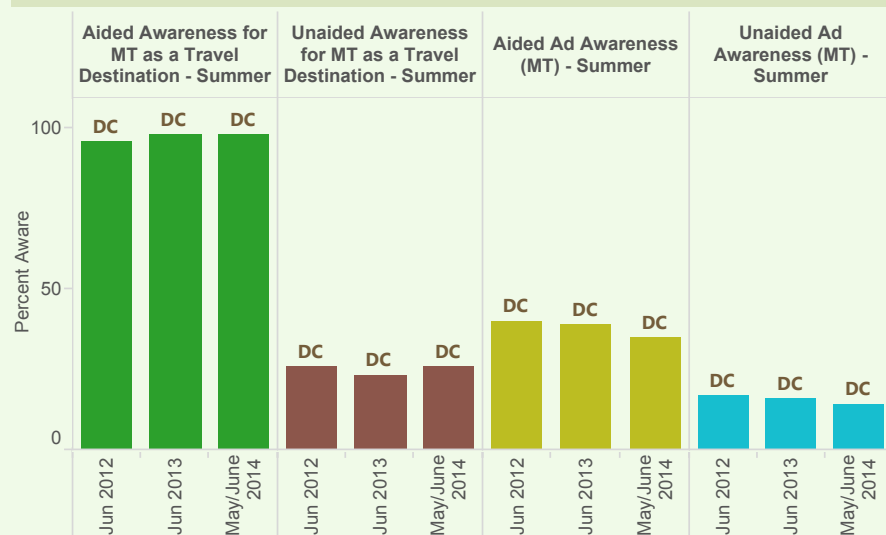


Key:  
BC = Before Campaign DC = During Campaign

# Awareness and Intent Study Results

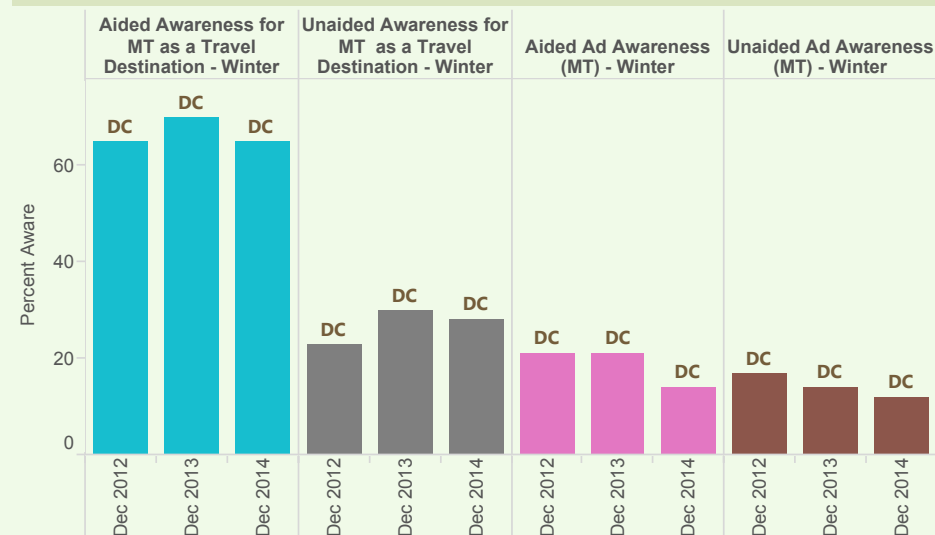
## During Campaign (DC)

### Summer Awareness Metrics



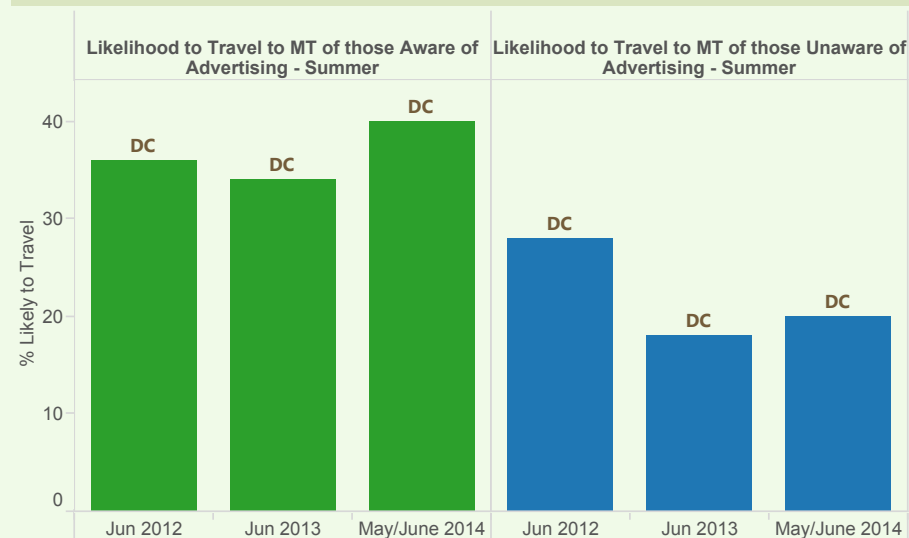
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Source for Summer metrics: Leisure Trends Group Brand Awareness Study Wave 12 (May/June 2014)

### Winter Awareness Metrics



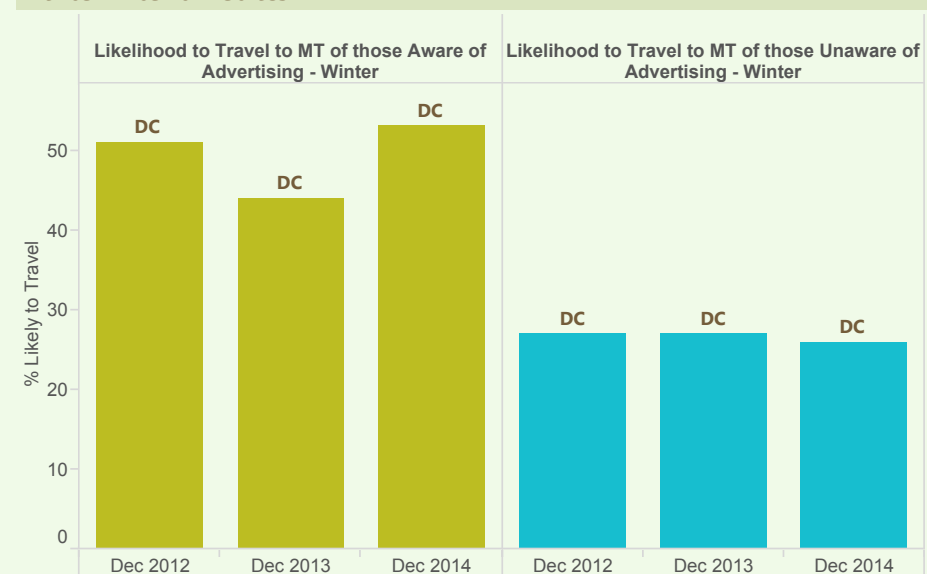
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Source for Winter metrics: Leisure Trends Group Brand Awareness Study Run 8 (Dec 2014)

### Summer Intent Metrics



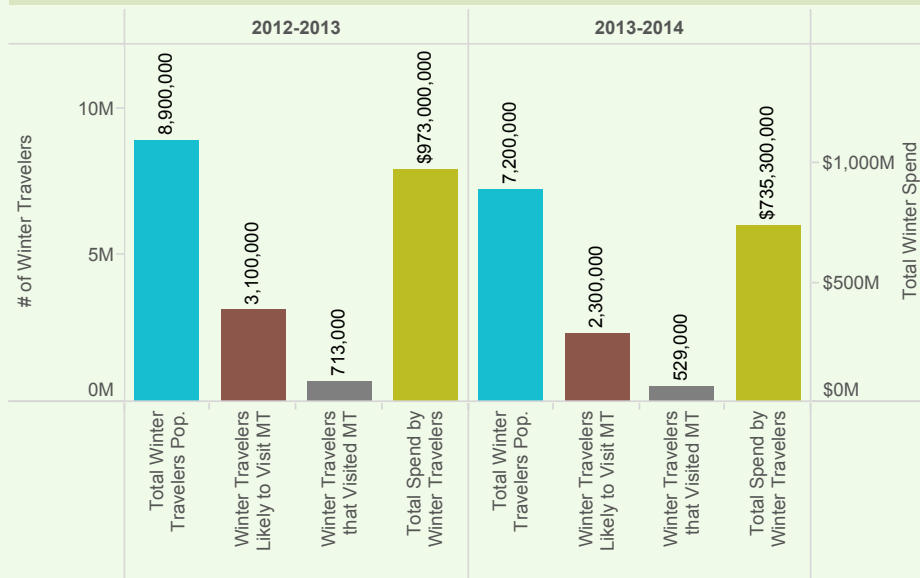
Key:  
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### Winter Intent Metrics



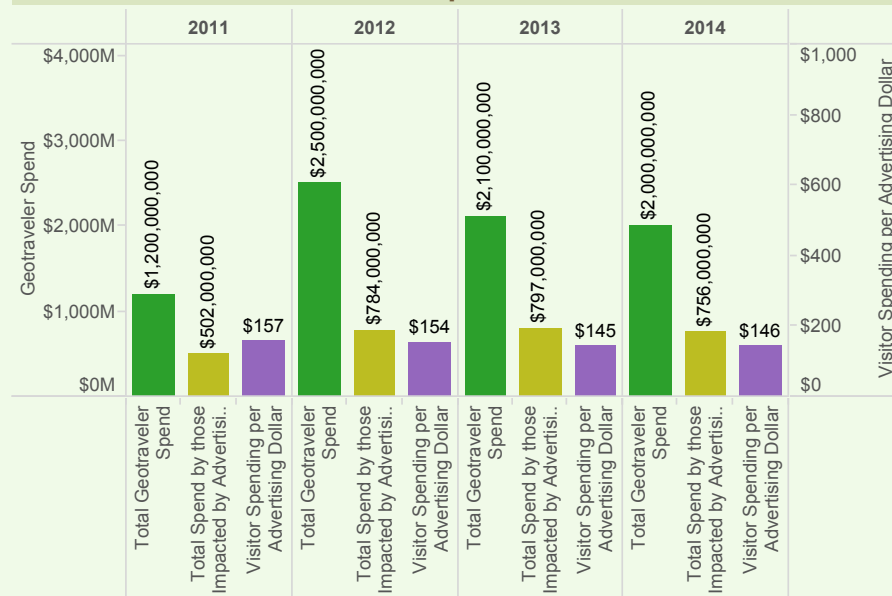
# Conversion Study Results

## Winter Traveler Conversion Funnel



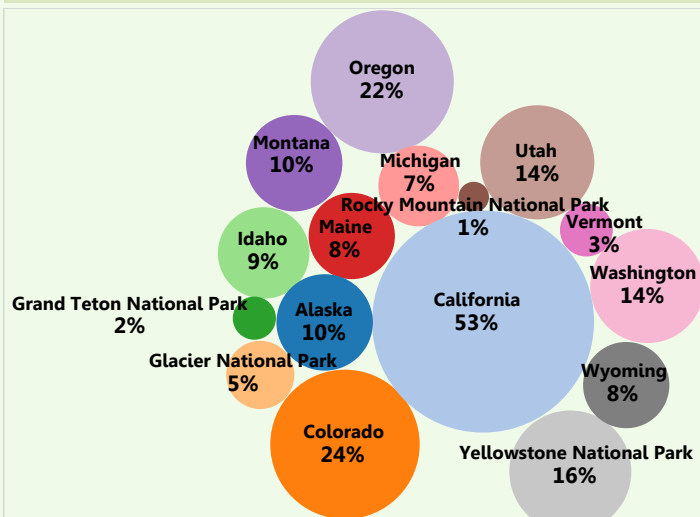
Source: Leisure Trends Group Winter Conversion Study (March 2014)

## Summer Geotraveler Economic Impact



Source: Leisure Trends Group Summer Conversion Study (2014)

## Unaided Awareness as a Travel Destination among Competitors (May/June 2014)



Source: Leisure Trends Group Brand Awareness Study Wave 12 (May/June 2014)

## Highlights

The most recent reports from Leisure Trends Group/NPD include the Winter Brand Awareness Study Run 8.

### Key takeaways from the Run 8 study include:

- Some key campaign metrics (unaided brand awareness, unaided ad awareness, and intent to travel) are steady year-over-year, indicating that the Montana brand and advertising continues to resonate with the core consumer base.
- On a national level, likelihood to travel for non-winter vacation has increased versus FY14. Among those that claim to be aware of the advertising, likelihood to travel to Montana for winter/snow travel is significantly higher than those unaware of the ads (53% vs. 26%). This appears to indicate that when ad spending breaks at a level to translate to aided ad recognition, it positively impacts intent to travel.
- Friends and family (55%) remained the most dominant source of awareness for Montana as a Winter travel destination. TripAdvisor (45%) and Expedia (32%) were the most popular online information sources for gathering information about Winter travel destinations.
- Friends and family posting about Montana on Facebook (25%) was the most popular social media source for Winter travelers, while those seeing videos on YouTube (11%) was the second most popular source.

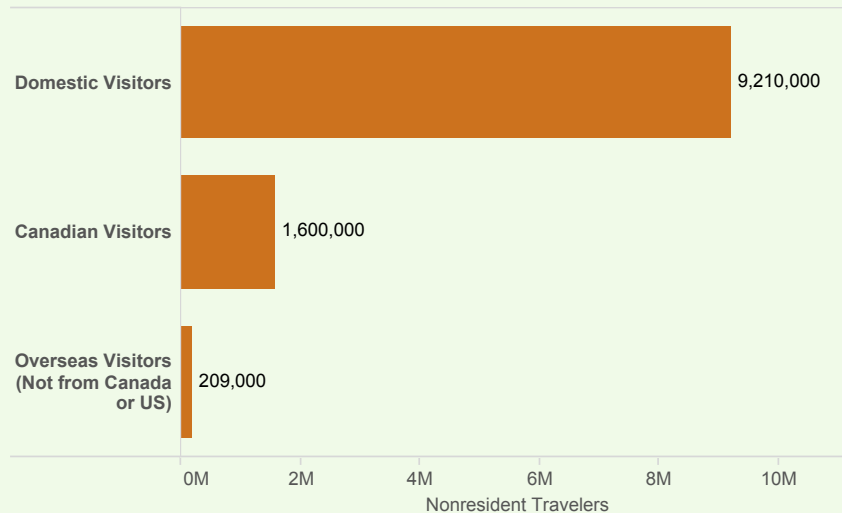
### Key takeaways from the Summer Conversion study include:

- Leisure Trends Group and its parent company NPD estimates that the Montana tourism advertising campaign inspired an additional 3.5 million Geotravelers to be inclined to travel to Montana.
- Sixteen percent of those interested Geotravelers did visit Montana in the past year.
- This translates to 563,000 additional trips to Montana last year.
- With an average spend of \$1,343 per trip, Leisure Trends Group and its parent company NPD estimates that the campaign resulted in approximately \$756 million dollars in incremental visitor spending in the past year.
- Based on FY'14 key market and national media spending of \$5.2 million\*, Leisure Trends Group and its parent company NPD estimates that for every dollar spent on the advertising campaign \$146 dollars in visitor spending was returned in the past year.

# International Visitation

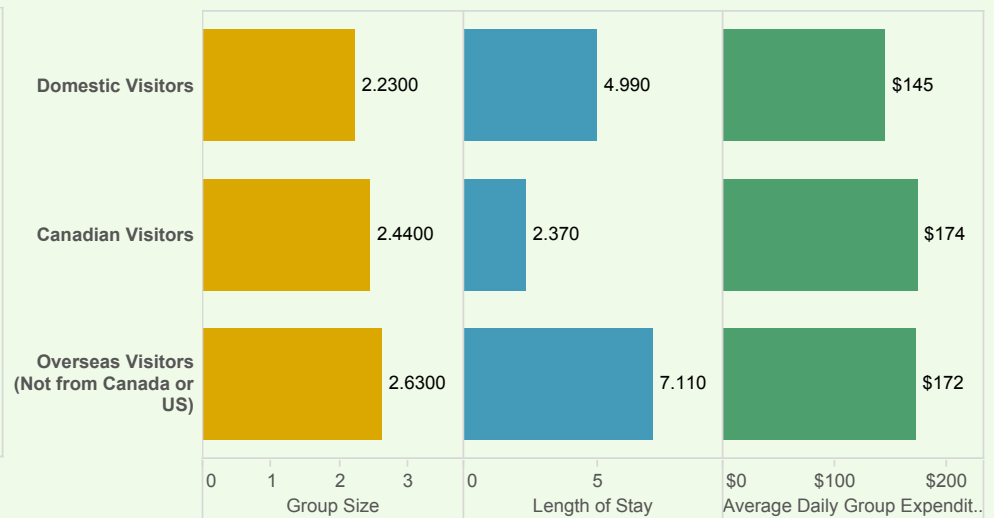
## Visitor Profile

### Number of Visitors (2013)



Source: ITRR

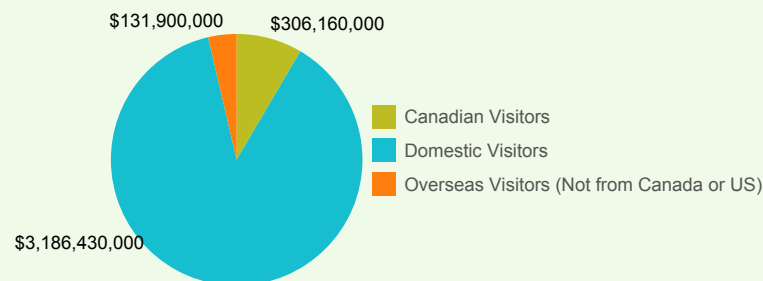
### International Visitor Behaviors (2013)



Source: ITRR

## Economic Impact

### Montana Visitor Expenditures (2013)



Source: ITRR

### Projected Total Economic Impact of Rooms Sold for 2013\*

**\$12,734,198** (+9.6%)

Source: NAI TRAX

\*Economic Impact information provided by NAI TRAX represents only 13 Receptive Tour Operators, and it only shows a portion of the overall impact of the overseas visitor to Montana

## International Visitation Highlights

-In 2013, overseas visitors represented only 2% of all nonresident travelers to Montana.

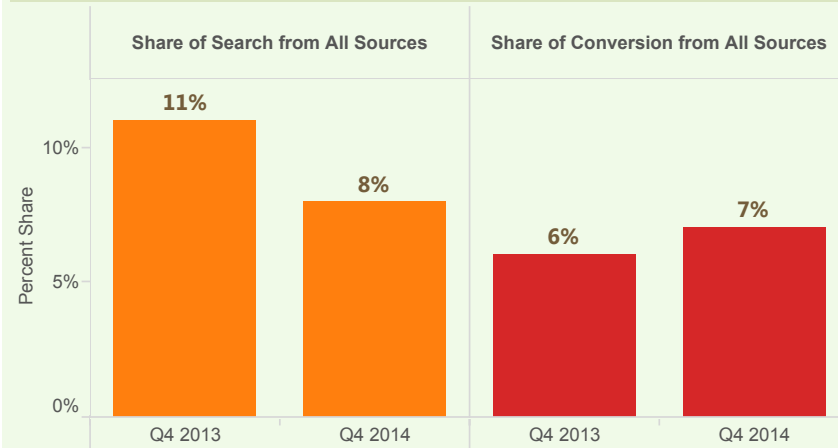
-These overseas visitors stayed longer and spent more money than other types of visitors to Montana, representing 4% of all expenditures in 2013.

-Their length of stay was up 6% and their expenditures were up 4% over 2012.

# nSight for Travel - All Sources

\*Please see Appendix for a more detailed breakout of Personas and Sources

## Share of Search and Share of Conversion vs. Rocky Mountain Region



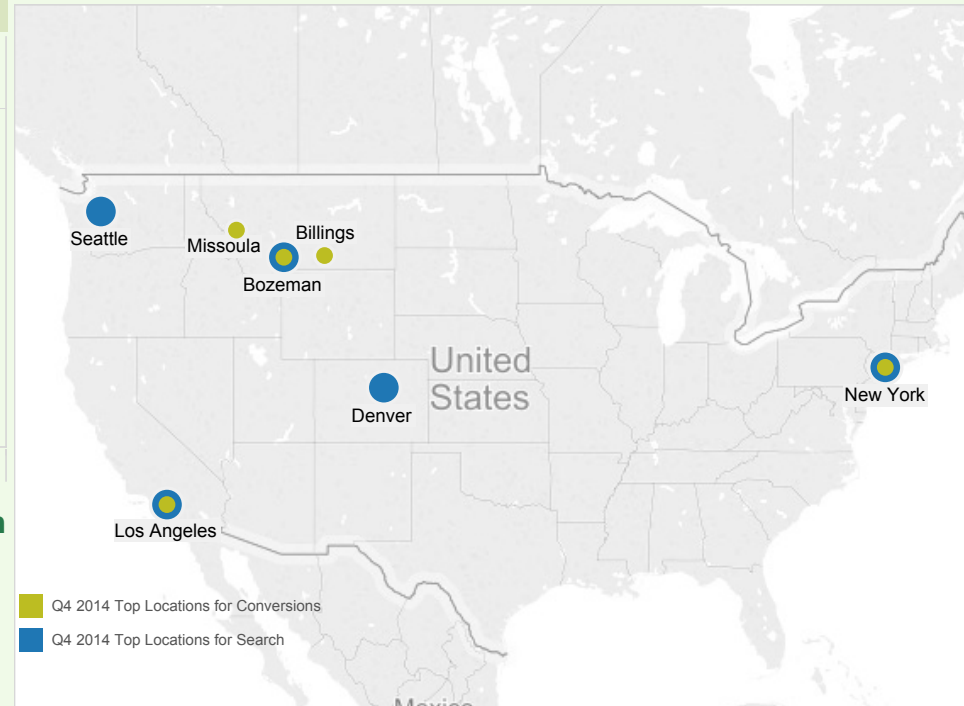
### Q4 2014 Top Search Personas:

Bucket Listers  
Adventure Seekers  
Dream Trippers  
Experience Seekers  
Go For It Families

### Q4 2014 Top Conversion Personas:

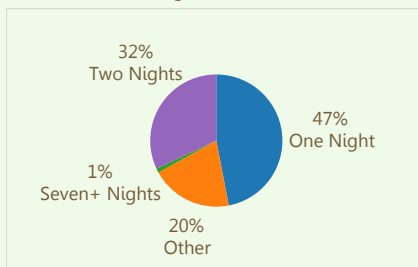
Bucket Listers  
Adventure Seekers  
Dream Trippers  
Experience Seekers  
Go For It Families

## Q4 2014 Top Source Locations for Montana Travelers

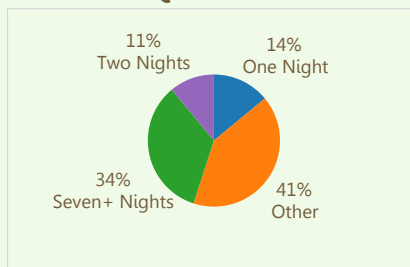


## Length of Stay of Travelers from All Sources

### Q4 2013



### Q4 2014



\*Please Note: nSight for Travel represents a new data source. Given how new the source is, more time and more data points will be required to assess the true trending nature of this data.

Source for All: nSight for Travel

## nSight for Travel Highlights

-During Q4 2014, the most common personas to book Montana lodging online were Bucket Listers, Adventure Seeker and Dream Trippers - different from Q4 2013 when Bucket Listers were not in the top 5, potentially due to the national park system being closed in October 2013.

-In Q4 2014, Montana had a lower share of search rate for online bookings but a higher conversion rate than in Q4 2013, compared to the rest of the Rocky Mountain region.

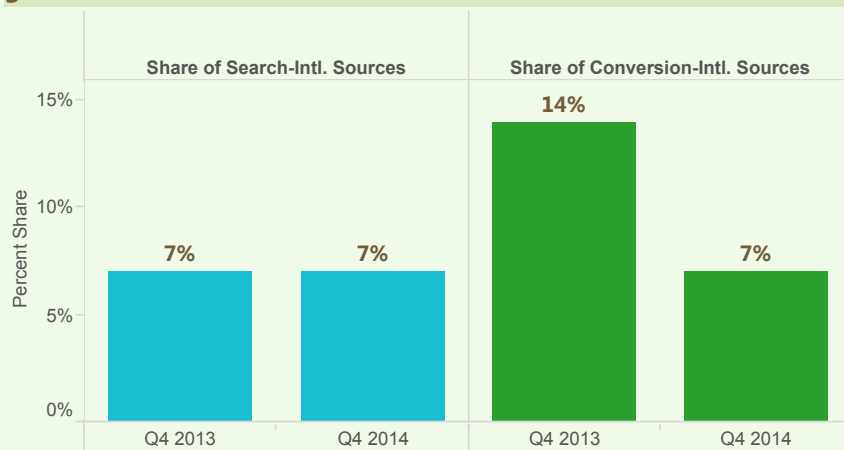
-Top locations for conversions outside of Montana include Los Angeles, New York, San Francisco and Denver. Bozeman was the second highest conversion market; 52% of people who were located in Bozeman when they booked their hotel in Montana stayed in a Montana hotel within 0-14 days.

-Looking at Montana's length of stay, visitors significantly increased the number of nights booked online for a Montana property - with 34% booking seven or more nights in Q4 2014 versus less than 1% booking seven or more nights in Q4 2013.

# nSight for Travel - International Sources

\*Please see Appendix for a more detailed breakout of Personas and Sources

## Share of Search and Share of Conversion vs. Rocky Mountain Region



### Q4 2014 Top International Search Personas:

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Experience Seekers  
Self Seekers

### Q4 2014 Top International Conversion Personas:

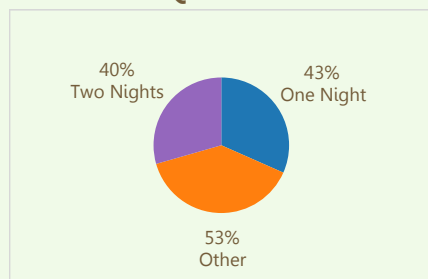
Adventure Seekers  
Bucket Listers  
Young Free Spirits  
Frugal Boomers  
Dream Trippers

## Q4 2014 Top Source Locations for International Montana Travelers

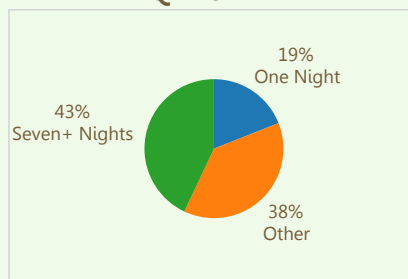


## Length of Stay of Travelers from International Sources

### Q4 2013



### Q4 2014



\*Please Note: nSight for Travel represents a new data source. Given how new the source is, more time and more data points will be required to assess the true trending nature of this data.

Source for All: nSight for Travel

## nSight for Travel Highlights

-Montana had the same share of international sources searching online for Montana properties, comparing Q4 2013 and Q4 2014; however, it converted 7% in Q4 2014, down from 14% in Q4 2013.

-Quarter over quarter, top international personas were similar with Adventure Seekers, Bucket Listers, Young Free Spirits and Frugal Boomers ranking in the top four for both Q4 2013 and Q4 2014. Adventure Seekers and Bucket Listers were also the top international personas for the rest of the Rocky Mountain region.

-In Q4 2013, Vancouver was the top locations for conversions for Montana, followed by Frankfurt. In Q4 2014, the top source locations for conversions were Calgary, Madrid, Nuremberger and London. For the rest of the Rocky Mountain region, Mexico City was number one, followed by Toronto, London and Vancouver.



# Appendix

## Additional Comments and Definitions

### Additional Tourism Comments

-ITRR estimates that 11 million tourists visited Montana in 2014, similar to 2013 visitation levels. However, they spent a record \$3.98 billion, an increase of 10 percent from \$3.62 billion in 2013.

-Overall national park visitation in 2014 versus 2013 is up for nearly every Montana-based park, not surprising due to the government closures in October 2013. Visitation numbers are also up versus 2012. Q4 2014 visitation at Glacier National Park was up 20% versus Q4 2012 and 49% versus Q4 2013. Q4 2014 visitation at Big Hole National Battlefield was up 16% versus Q3 2012 and 43% versus Q3 2013. Q4 2014 visitation at Yellowstone National Park was up 7% versus Q4 2012 and 66% versus Q4 2013.

-Montana State Parks had a record 2.255 million visits in 2014, which was the 75th anniversary of the park system. Statewide visitation is up 3% from 2013 and up 29% for the 10-year period. North Central Region (Great Falls) had the highest overall visitation with over 593,000 visits, and Giant Springs State Park had the highest visitation of all state parks with over 316,000 visits. Peak season visitation was also the highest on record, with over 1.68 million visits, up 3% from 2013.

-Airport deboardings increased 8% in Q4 2014 over Q4 2013. This year also had a 8% increase year-over-year with 144,000 more deboardings versus 2013. Amtrak ridership is down 30% in Q4 2014 versus Q4 2013 and down 30% year-over-year with 34,000 less riders in 2014.

-Smith Travel Research reported an increase of 7.4% in Montana's hotel occupancy in December 2014 over December 2013, compared to the Mountain Region at 8.2%. Montana's occupancy rates in 2014 were up 3.5% versus 2013, compared to the Mountain Region at 4.9% and the U.S. at 3.6%.

### Definitions

**Social Engagements:** An action taken to interact with a social page (Facebook, Twitter, Instagram, or Tumblr). For example, Likes, Comments, or Shares on Facebook are considered Social Engagements.

**Consideration Mentions:** A number representative of the people considering making a trip to Montana across the social web through a social listening tool, Brandwatch. This query captures prospects specifically in the consideration phase of the marketing funnel, using terms such as "want to visit" or "could book a trip."

**Impressions:** Number of times a particular piece of content is viewed.

**CTR:** Click-through-rate;  $(\text{Clicks}/\text{Impressions} * 100\%)$

**CPC:** Cost per Click;  $(\text{Cost}/\text{Clicks})$

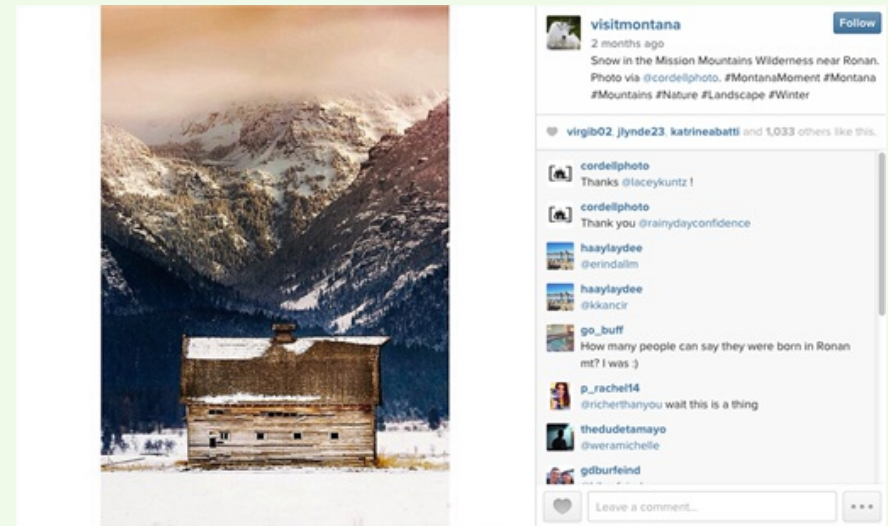
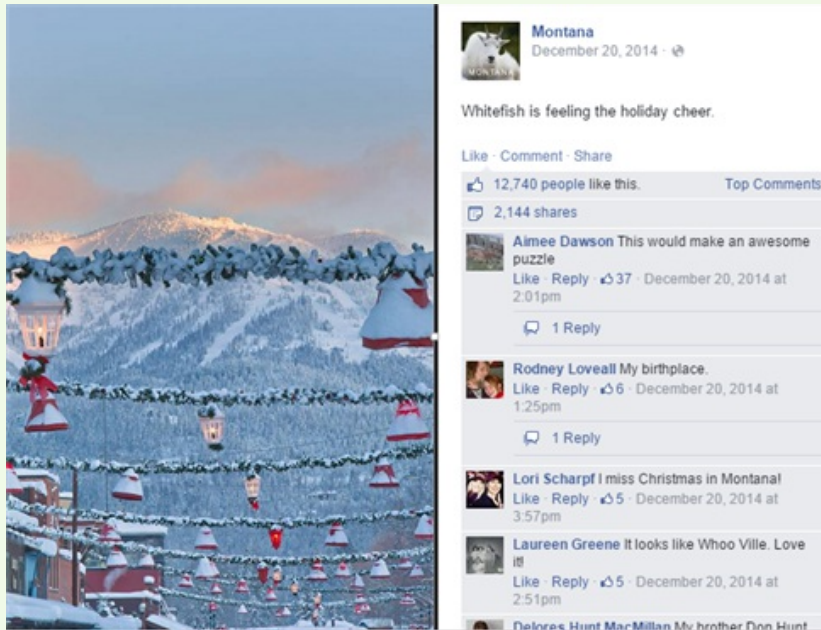
**Website Visitation:** The gross number of website sessions.

**Bounce Rate:** The proportion of site visits that only go one-page deep into the site.

**Geotravelers:** Place a premium on nature, wildlife, being comfortable, great experiences and a sense of exhilaration. Active in outdoors with both rigorous and/or leisurely activity.

# Appendix

## Social Media Copy



Clockwise from top left:  
Facebook, Instagram,  
Tumblr, Twitter

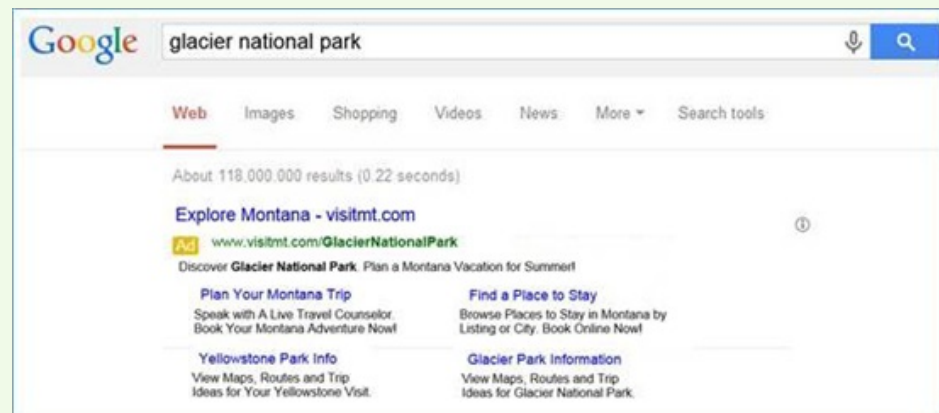
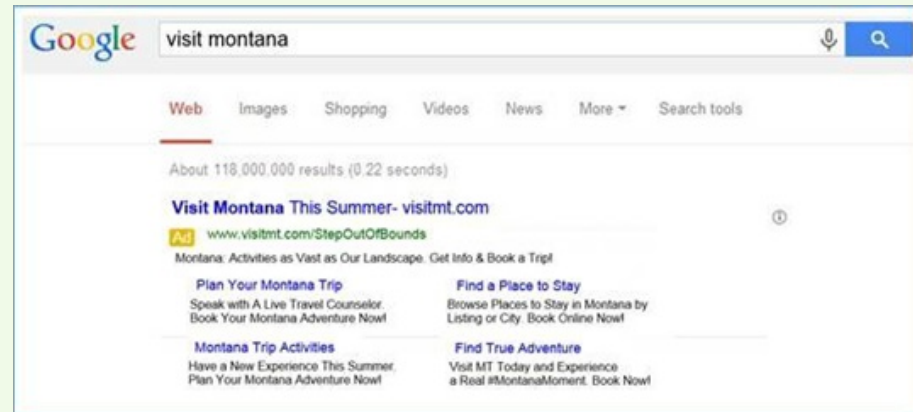
# Appendix

## Digital Ad Copy Samples

### Display



### Search



# Appendix

## nSight for Travel Personas

### Young Free Spirit:

- 18-24 years old; the "Millennials"
- College, Graduate School, recent grads
- Extremely connected and engaged online and on social media
- Frequent moves, frequent travel, impulsive
- 4+ trips a year, low budget
- Looks for deals, travels off season, wide range of booking windows
- Desired experience: culture and adventure; escape

### Self Seeker:

- 25-35 years old
- Multiple jobs over several years
- 4+ trips a year
- HHI @ \$75K+
- Very active on social media
- More budget minded traveler - do more with less
- Likely to travel with other friends
- Desired experience: Leisure and culture; inspiration

### Adventure Seeker:

- 25-35 years old
- Moving up in their career
- No family or very young family
- HHI @ \$100K+
- 6+ trips per year, 2-3 trips around authentic experiences
- Frequently travels with other individual travelers
- Active on social media, spends time and money on interests
- Desired experience: Culture and adventure; motivation

### Experience Seeker:

- 35-50 years old
- Professionals, established in career
- Double income, no kids
- HHI @ \$200K+, high disposable income
- 6+ trips per year
- Immersive travel experiences
- Looks at reviews, recommendations from experts and friends
- Desired experience: Leisure and culture; Me time

### Couponing Family:

- 36-50 years old
- HHI @ \$125K+
- Typically multiple kids; kids tend to be younger
- Mom makes decisions, loves deals
- 6+ trips per year, 2 big vacations and 4 getaways; Fun break
- Lots of travel centered on kid's activities
- Looks for packages, "kids stay free" offers
- Desired experience: Leisure and culture; family bonding

### Visiting Family Retiree:

- 51-65 years old
- HHI @ \$80K+
- Deal will get them to travel, otherwise may stay home
- 4+ trips per year, travel centers on extended family
- Lots of travel centered on family activities
- Frequently travels with other individual travelers
- Travel during shoulder and off-peak periods
- Desired Experience: Leisure; relaxation

### Go For It Family:

- 36-50 years old
- HHI @ \$200K+
- Kids are older and can engage at the parents' level
- Mom makes decisions
- 7+ trips per year, 2 big vacations and 5 getaways
- Lots of travel centered on activities
- Unique experiences, higher end activities, creating memories matters most

### Dream Tripper:

- 61-65 years old
- HHI @ \$150K+
- Couples traveling together; sometimes with friends
- Lots of planning, includes tours and package options
- 8+ trips per year, 2 big vacations and 6 getaways including visiting family
- Not highly engaged in social media, loyal to associations
- Desired Experience: Leisure and culture; story telling

### Frugal Boomer:

- 66+ years old
- HHI @ \$75K+, mostly fixed
- Need good deals to travel - look for best bang for the buck
- 4+ trips a year, at least 2 of which center on family
- Lower internet travel usage
- Long lengths of stay, shorter distances to destination
- Desired Experience: Leisure; change in scenery

### Bucket Lister:

- 66+ years old
- HHI @ \$100K+
- High percentage of income is fixed, tied to investments
- 5+ trips per year with longer stay periods
- Longer lead times, lots of research
- 2+ trips per year tied to visiting family
- Engaged in hobbies and interests
- Desired Experience: Culture; breath-taking



# Appendix

## nSight for Travel Additional Information-All Sources

### Q4 2013 Top Locations/Personas for Search

#### Top Locations for Search - Montana

Denver  
Los Angeles  
Seattle  
New York  
San Francisco  
Washington, D.C.  
Chicago  
Helena  
Bozeman  
Billings

#### Top Locations for Search - Rocky Mountain Region

Denver  
Los Angeles  
New York  
Salt Lake City  
Washington, D.C.  
Dallas  
Chicago  
San Francisco  
Phoenix  
Seattle

### Q4 2014 Top Locations/Personas for Search

#### Top Locations for Search - Montana

Denver  
Los Angeles  
Seattle  
New York  
Bozeman  
San Francisco  
Washington, D.C.  
Chicago  
Billings  
Missoula

#### Top Locations for Search - RMR

Denver  
New York  
Los Angeles  
Dallas  
Atlanta  
Washington, D.C.  
Salt Lake City  
Chicago  
Seattle  
San Francisco

#### Top Personas for Search - Montana

Bucket Listers  
Adventure Seekers  
Dream Trippers  
Experience Seekers  
Go For It Families

#### Top Personas for Search - Rocky Mountain Region

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Go For It Families  
Experience Seekers

#### Top Personas for Search - Montana

Bucket Listers  
Adventure Seekers  
Dream Trippers  
Experience Seekers  
Go For It Families

#### Top Personas for Search - RMR

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Self Seekers  
Young Free Spirits

### Q4 2013 Top Locations/Personas for Conversions

#### Top Locations for Conversions - Montana

Los Angeles  
Vancouver, Canada  
New York  
Frankfurt, Germany  
Rexburg, Idaho  
Budapest, Hungary  
Kalispell  
Lubeck, Germany  
Munich, Germany  
Belgrade, Serbia  
Seattle

#### Top Locations for Conversions - RMR

New York  
Dallas  
Chicago  
Los Angeles  
Denver  
Salt Lake City  
Washington, D.C.  
Phoenix  
Seoul, Korea  
Houston  
Cologne, Germany

### Q4 2014 Top Locations/Personas for Conversions

#### Top Locations for Conversions - Montana

Los Angeles  
Bozeman  
New York  
Missoula  
Billings  
San Francisco  
Denver  
Washington, D.C.  
Seattle  
Chicago  
Helena

#### Top Locations for Conversions - RMR

Denver  
New York  
Los Angeles  
San Francisco  
Washington, D.C.  
Chicago  
Salt Lake City  
Dallas  
Boston  
Seattle  
Houston

#### Top Personas for Conversions - Montana

Adventure Seekers  
Bucket Listers  
Self Seekers  
Dream Tripper  
Young Free Spirits

#### Top Personas for Conversions - RMR

Young Free Spirits  
Adventure Seekers  
Self Seekers  
Frugal Boomers  
Bucket Listers

#### Top Personas for Conversions - Montana

Bucket Listers  
Adventure Seekers  
Dream Trippers  
Experience Seekers  
Go For It Families

#### Top Personas for Conversions - RMR

Bucket Listers  
Adventure Seekers  
Dream Trippers  
Experience Seekers  
Go For It Families

# Appendix

## nSight for Travel Additional Information-International Sources

### Q4 2013 Top Locations/Personas for Search

#### Top Locations for Search - Montana

Calgary, Canada  
Vancouver, Canada  
Toronto, Canada  
Edmonton, Canada  
Vienna, Austria  
London, Great Britain  
Montreal, Canada  
Winnipeg, Canada  
Tunis, Tunisia

#### Top Locations for Search - Rocky Mountain Region

Dusseldorf, Germany  
Nuremberg, Germany  
London, Great Britain  
Cancun, Mexico  
Calgary, Canada  
Toronto, Canada  
Mexico City, Mexico  
Taipei, Taiwan  
Vancouver, CA

### Q4 2014 Top Locations/Personas for Search

#### Top Locations for Search - Montana

Calgary, Canada  
Edmonton, Canada  
Vancouver, Canada  
Toronto, Canada  
Vienna, Austria  
Montreal, Canada  
London, Great Britain  
Paris, France  
Winnipeg, Canada

#### Top Locations for Search - RMR

London, Great Britain  
Rio De Janeiro, Brazil  
Calgary, Canada  
Toronto, Canada  
Mexico City, Mexico  
Zurich, Switzerland  
Vancouver, Canada  
Edmonton, Canada  
Sofia, Bulgaria

#### Top Personas for Search - Montana

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Dream Trippers  
Self Seekers

#### Top Personas for Search - Rocky Mountain Region

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Self Seekers

#### Top Personas for Search - Montana

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Experience Seekers  
Self Seekers

#### Top Personas for Search - RMR

Adventure Seekers  
Bucket Listers  
Self Seekers  
Dream Trippers  
Young Free Spirits

### Q4 2013 Top Locations/Personas for Conversions

#### Top Locations for Conversions - Montana

Vancouver, Canada  
Frankfurt, Germany  
Budapest, Hungary  
Lubeck, Germany  
Munich, Germany  
Belgrade, Serbia  
Brussels, Belgium  
Kiev, Ukraine  
Nuremberg, Germany  
Cologne, Germany

#### Top Locations for Conversions - RMR

Seoul, South Korea  
Cologne, Germany  
Lubeck, Germany  
Nuremberg, Germany  
Taipei, Taiwan  
London, Great Britain  
Oldenburg, Germany  
Munich, Germany  
Hamburg, Germany  
La Plata, Argentina

### Q4 2014 Top Locations/Personas for Conversions

#### Top Locations for Conversions - Montana

Calgary, Canada  
Madrid, Spain  
Nuremberg, Germany  
London, Great Britain  
Lahore, Pakistan  
Lubeck, Germany  
Edmonton, Canada  
Munich, Germany  
Zurich, Switzerland  
Paris, France

#### Top Locations for Conversions - RMR

Mexico City, Mexico  
Toronto, Canada  
London, Great Britain  
Vancouver, Canada  
Calgary, Canada  
Lahore, Pakistan  
Vienna, Austria  
Lima, Peru  
Montreal, Canada  
Paris, France

#### Top Personas for Conversions - Montana

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Self Seekers

#### Top Personas for Conversions - RMR

Adventure Seekers  
Bucket Listers  
Frugal Boomers  
Young Free Spirits  
Self Seekers

#### Top Personas for Conversions - Montana

Adventure Seekers  
Bucket Listers  
Young Free Spirits  
Frugal Boomers  
Dream Trippers

#### Top Personas for Conversions - RMR

Adventure Seekers  
Bucket Listers  
Dream Trippers  
Frugal Boomers  
Experience Seekers